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Date: October 10, 2006 Name: John G. Rauch Signature: [Signature]

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GILSON
& LIONE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Paine, Mark et al.

Appln. No.: 10/020,712

Filed: December 11, 2001

For: RECOMMENDING SEARCH TERMS
USING COLLABORATIVE FILTERING
AND WEB SPIDERING

Examiner: Leroux, Etienne Pierre

Art Unit: 2161

Attorney Docket No: 9623/378

Mail Stop AF
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL

Sir:

Attached is/are:

- ☒ Check for \$500; Notice of Appeal; Pre-appeal brief request for review (5 pages); Interview Summary, including attached copy of Draft Request For Reconsideration (11 pages)
☒ Return Receipt Postcard

Fee calculation:

- ☐ No additional fee is required.
☐ Small Entity.
☐ An extension fee in an amount of \$_____ for a _____-month extension of time under 37 C.F.R. § 1.136(a).
☒ A petition or processing fee in an amount of \$500 under 37 C.F.R. § 1.41.20(b1).
☐ An additional filing fee has been calculated as shown below:

					Small Entity			Not a Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	or	Rate	Add'l Fee
Total:		Minus			x \$25=			x \$50=	
Indep.		Minus			x 100=			x \$200=	
First Presentation of Multiple Dep. Claim					+\$180=			+\$360=	
					Total	\$		Total	\$

Fee payment:

- ☒ A check in the amount of \$500 is enclosed.
☐ Please charge Deposit Account No. 23-1925 in the amount of \$_____. A copy of this Transmittal is enclosed for this purpose.
☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

10/10/06
Date

[Signature]
John G. Rauch (Reg. No. 37,218)

BRINKS HOFFER GILSON & LIONE

NBC Tower – Suite 3600, 455 N. Cityfront Plaza Drive, Chicago, IL 60611-5599

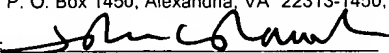
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Our Case No. 9623/378

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In re Application of:

Paine, Mark et al.

Serial No. 10/020,712

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For RECOMMENDING SEARCH
TERMS USING COLLABORATIVE
FILTERING AND WEB SPIDERING

Examiner LeRoux, Etienne Pierre

Group Art Unit No. 2161

INTERVIEW SUMMARY

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This Interview Summary summarizes the telephonic interview between Examiner LeRoux and the undersigned attorney on September 19, 2006.

The Final Office Action dated July 10, 2006, along with U.S. patent number 6,421,675 to Ryan, et al. ("Ryan"), the specification in general and claim 66 in particular were discussed. Prior to the interview, the Draft Request for Reconsideration attached hereto was sent by facsimile to the examiner for review.

During the interview, it was explained that the invention generally relates to a keyword suggestion tool for use by advertisers with pay for placement-type database search systems. In such a system, advertisers associated with items in the database (also called search listings) bid on keywords against other advertisers. When a user submits a search query, search results are returned including bidded items, ranked according to bids.

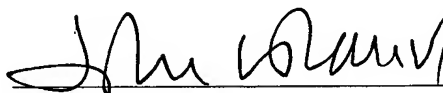
Application no. 10/020,712
Request dated: September 18, 2006
Reply to office action dated: July 10, 2006

The keyword suggestion tool provides possible keywords to an information provider. It was further explained that the terminology used in the application includes “information provider,” “advertiser” and “web site promoter” to describe the individuals associated with bidded keywords and items in the database. For an information provider who needs help identifying additional keywords, the method and apparatus of the presently claimed invention uses unique features to provide potential keywords or search terms. In particular, keyword suggestion can be helpful for a new advertiser, who is just getting started with the system.

In addition to clarifying the terminology of the claims, the invention defined by claim 66 was distinguished over the Ryan reference. It was acknowledged that Ryan relates to a database search system and provides a “keyword suggerter” at column 8. However, this keyword suggerter is for the use of users of the database search system, not information providers. Ryan fails to disclose the present invention of claims 66-84 which relates to suggesting keywords to an information provider, as that term is used in the present application.

No agreement was reached regarding the status of the claims.

Respectfully submitted,



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Attorney for Applicant

October 10, 2006
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